RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear John:

WINSTON regular product has been ordered (see quantities listed below), as well as **73** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1
12300-11906	*Light Box*	6M	2
12300-11012	*Full Flavor*	12M	2
12300-11212	*Full Flavor Box*	12M	1

Product PO # ~~915A~~ 923A ***; Displays PO #*** ~~915B~~ 923B

Product / Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$3,545.85**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/snmy0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$136.27 (4.87 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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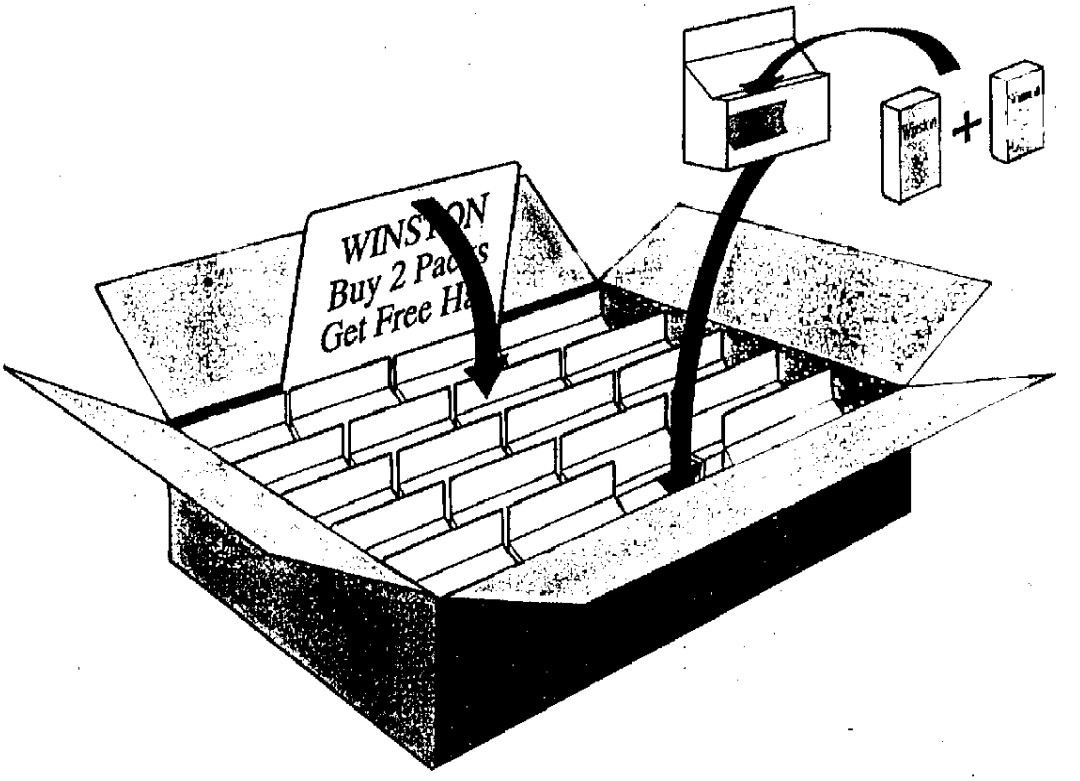
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	Light King	Light Box	FF King	FF Box		
Number of Cartons	1	1	1	1		

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The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.

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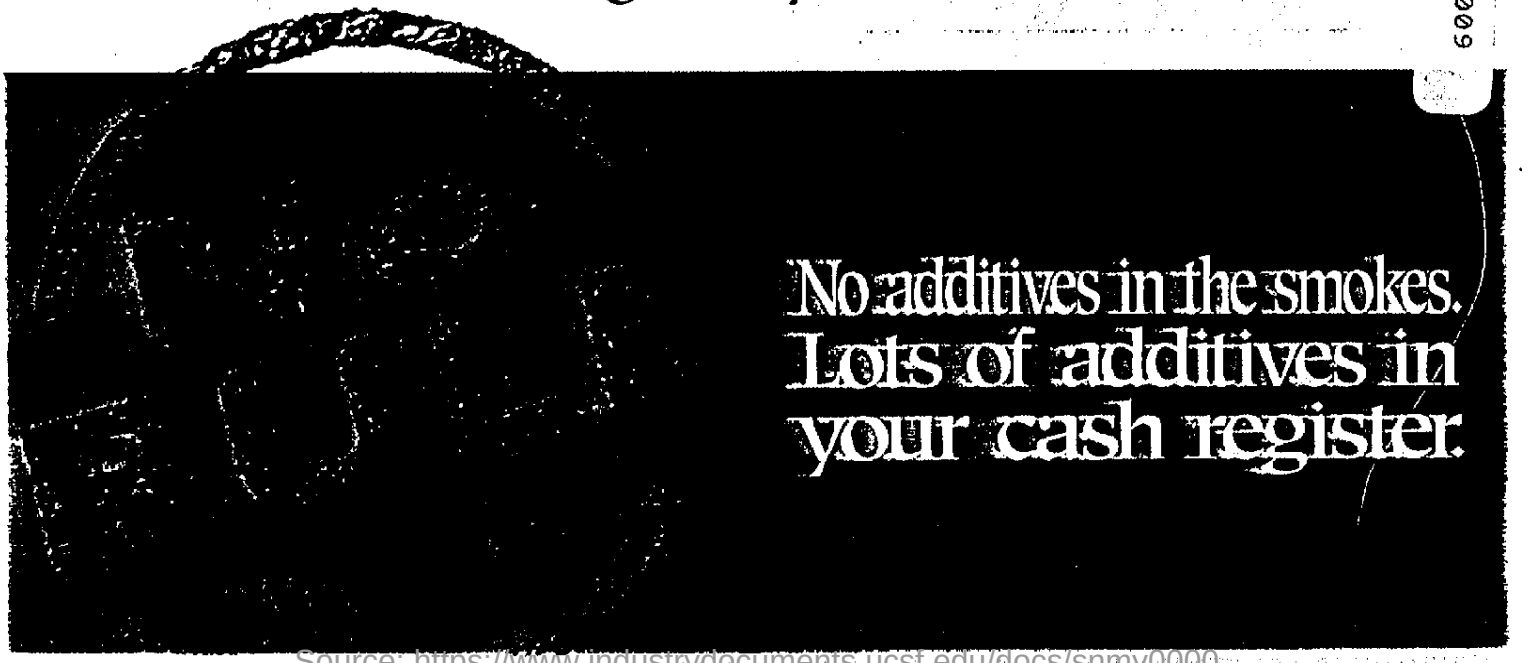

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200	349	(802)868-7843
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1			2630	(802)988-2545
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000		(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1				(802)879-6388
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000	3724	(802)893-2573
162301	162323	702261	SWANTON #111	RT. #78	SWANTON	VT	05488	1		2681-0000		(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1				(802)933-2153
162301	163829	712790	K.L QUICK STOP	375 MAIN ST	WINOOSKI	VT	05404	1			2460	(802)655-3344
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1			3617	(802)645-0069
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	2		2681-0000	2378	(802)334-6835
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000		(802)748-4000
163801	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	2		1657-0000		(603)448-6965
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397
163804	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163804	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163804	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163804	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163804	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163804	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETN	VT	05735	1			4110	(802)468-2900
163804	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	2		2681-0000	3352	(802)773-6919
163804	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1				(603)542-2278
163804	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	1		2794-0200		(603)542-3080
163804	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163809	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163809	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163809	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163809	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	3				(802)863-4792
163809	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163809	163828	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163809	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	2				(802)879-7101
163809	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	5			2218	(802)879-6471
163809	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(000)434-2332
163809	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	5			2355	(802)879-8951
163809	163829	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163809	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163809	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1				(802)864-9638
163809	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1			2157	(802)863-9279
163809	163828	448822	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	05649	1		3419-0000	2638	(802)476-5041
163809	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	5		2681-0000	2858	(802)660-8680
163809	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163809	163829	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1			2169	(802)244-5062
163809	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2449	(802)658-4635

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TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163809	163829	587759	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000		(802)655-4703
163809	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000		(802)476-7695
163809	163829	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000		(802)244-8351
163809	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000	4284	(802)479-2213
163809	163828	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163809	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1			3806	(802)660-9405
163809	163829	670403	FASTOP_EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163809	163828	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163809	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163809	163829	740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163809	163828	760220	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1			2217	(802)482-2070
163809	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163809	163829	964662	WASHBURN SERVICENTE	RR 2 BOX 156	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818

PAGE BREAK TOTAL ACCOUNTS 55 TOTAL QUANTITY 73

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